



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

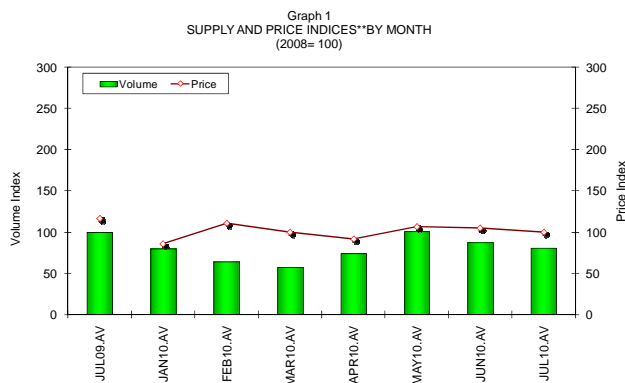
FUGALEI MARKET SURVEY – JULY 2010

This report provides a monthly review of selected agricultural produce available at the Fugalei Market based on the price data and volume index survey. Corresponding tables are attached for ease of reference

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OVERVIEW

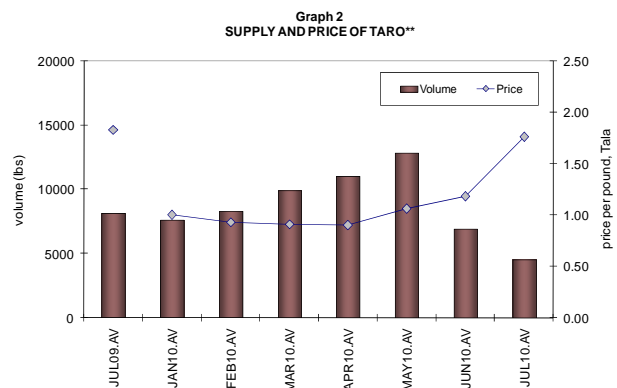
The Samoa Bureau of Statistics Survey of Agriculture food supply at the Fugalei Market in the month of July 2010 showed an 8 percent decrease in overall volume. This reduction in volume was due in large part to the substantial reductions of taamu and taro supplies. When comparing the month under review with the same month last year, current supply was 19 percent lower. (See Graph 1 and Tables 4 & 5)



The overall price index followed the same trend contracting 5 percent from the previous month and 14 percent from July 2009. The overall decrease in the price index in the month under review, stem from decreases in the prices of most vegetable produce, coconut, breadfruit, and yam.

TARO

At 4,559 pounds, the average supply of taro on the days surveyed declined 34 percent from the previous month while its price increased 10 percent to \$1.30 per pound as a result of less availability. The supply of taro in the month under review, however, was 44 percent lower when compared with July 2009 while its average price was 29 percent lower as demand declined over the year. (See Graph 2 and Tables 1 & 2)

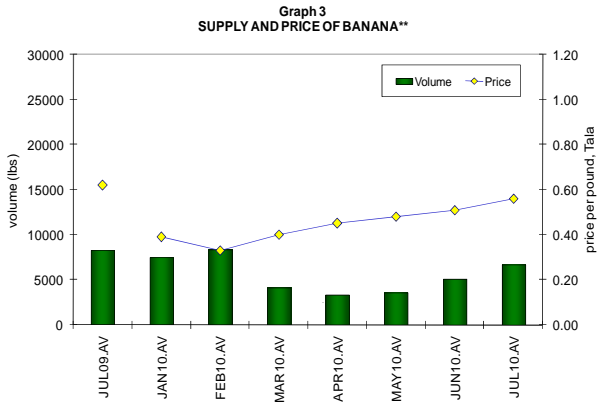


Current supply of taro contributed to an 11 percent surge in volume and a 26 percent reduction in price when comparing the twelve months ending July 2010 over July 2009.

BANANA

The availability of banana increased in July 2010, with supplies jumping 31 percent (to 6,724 pounds) from the previous month. Driven by demand, the average price of banana slightly rose 2 percent to \$0.52 per pound. In comparison with the same month last year, this month's supply was a 19 percent lower while its price was 16 percent lower over the year. (See Graph 3 and Tables 1 & 2)

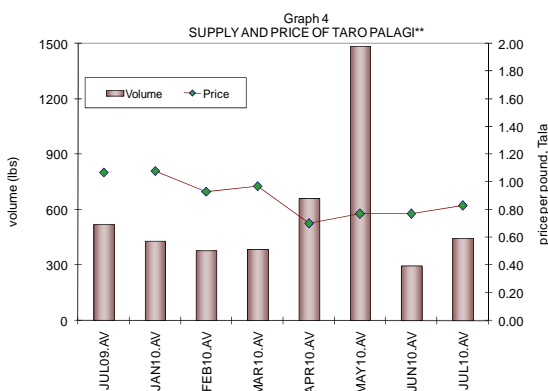
TAAMU



Despite the higher volume in the month under review, a twelve month comparison ending July 2010 over the twelve months ending July 2009 showed current supply contributing to a 34 percent decrease in volume while weak demand pushed average price down 19 percent over the year.

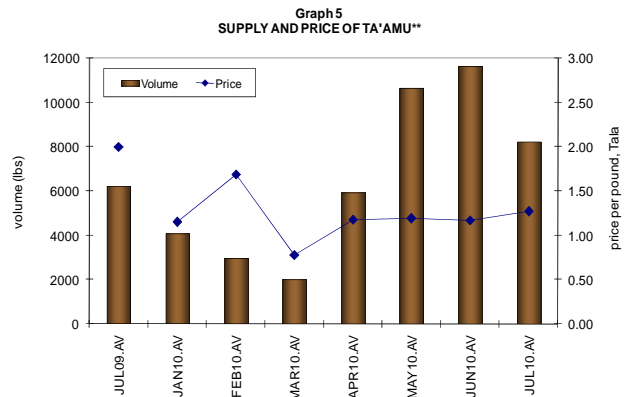
TARO PALAGI

The supply of taro palagi in the month under review rose 51 percent to 448 pounds from the previous month as demand drove its price up 8 percent to \$0.83 per pound. In comparison to July 2009, current supply of taro palagi was 14 percent lower while average price revealed a 22 percent drop over the year. (See Graph 4 and Tables 1 & 2)



The month under review contributed to a 95 percent rise in volume and an 11 percent decrease in average price when comparing the twelve months ending July 2010 over the twelve months ending July 2009.

Taamu supplies took a substantial hit in July 2010 recording a 29 percent reduction in volume (to 8236 pounds) as a shift in demand to its close substitutes (taro, banana, and taro palagi) led its average price to fall 18 percent to \$0.96 per pound. In comparison with July 2009, current taamu supplies was 32 percent higher although decreased demand for this staple food pushed its average price down 52 percent over the year. (See Graph 5 and Tables 1 & 2)

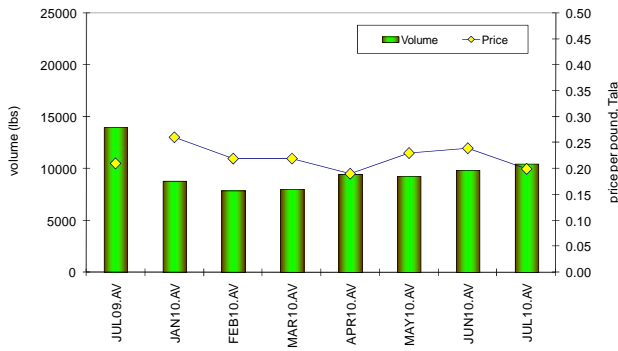


Despite the lower volume in the month under review, current supply of taamu contributed to a 70 percent rise in volume while average price took a 37 percent fall when reviewing the twelve months ending July 2010 over the twelve months ending July 2010.

COCONUT

At 10,464 pounds, the supply of coconut in the month under review increased 6 percent from the previous month while its price dropped 4 percent to \$0.23 per pound. However, at its current level, the average availability of coconut was 25 percent lower than the same month last year. As a result of less availability, average price was 10 percent higher. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT

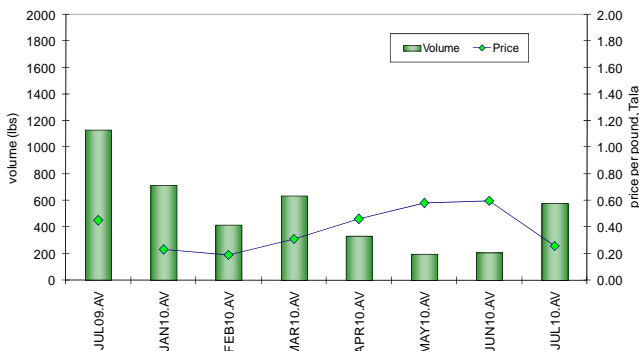


The average availability of coconut in the twelve months ending July 2010 contributed to a 12 percent decrease in volume as price rose 7 percent when compared to the twelve months ending July 2009.

BREADFRUIT

In the month under review, breadfruit supplies revealed a sharp increase to 580 pounds, more than doubling its volume from the previous month. Its average price on the other hand, took a dramatic fall to \$0.36 per pound (down 40 percent) as demand shifted away from breadfruit. When compared with July 2009, current supply of breadfruit was 49 percent lower while its average price also fell 20 percent over the year. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT

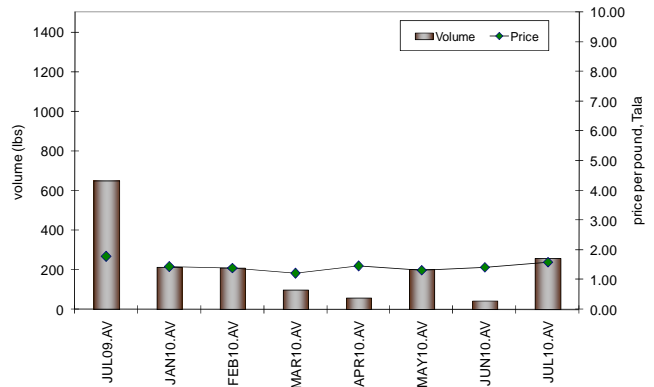


A twelve month comparison ending July 2010 over the twelve months ending July 2009, revealed current supply contributing to a 12 percent decrease in volume as weak demand drove its price down 30 percent.

YAM

Yam supply rebounded in the month under review almost doubling its volume (to 259 pounds) from June 2010 while average price rose 3 percent to \$1.46 per pound as demand for this staple crop increased. In contrast, a comparison of volume with July 2009 showed current yam supplies were 60 percent lower as price also dropped 18 percent reflecting weak demand over the year. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM



The higher volume of yam supplied in the month under review contributed to an overall 40 percent decline in the average availability of this commodity when comparing the twelve months ending July 2010 over the twelve months ending July 2009. As a result of weak demand, its average price also fell 7 percent.

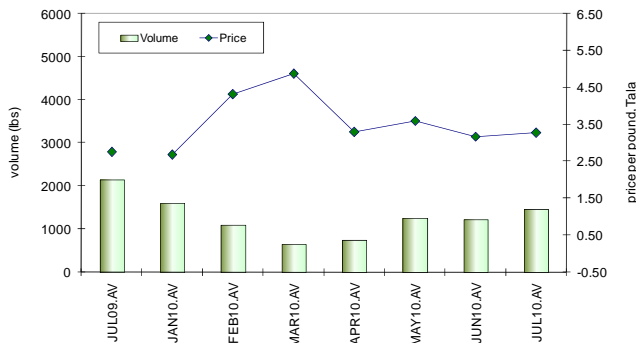
VEGETABLE PRODUCE

As the rainy season comes to an end, vegetable supply experienced significant gains in volume from June 2010. Chinese cabbage supply was more than doubled increasing to 879 pounds while pumpkin followed with a 78 percent increase to 3608 pounds. Head cabbage supply rose 20 percent to 1468 pounds while tomatoes and cucumber both registered an 18 percent surge in supply to 144 pounds and 1997 pounds respectively. (See Graphs 9 to 13 and Tables 1 & 2)

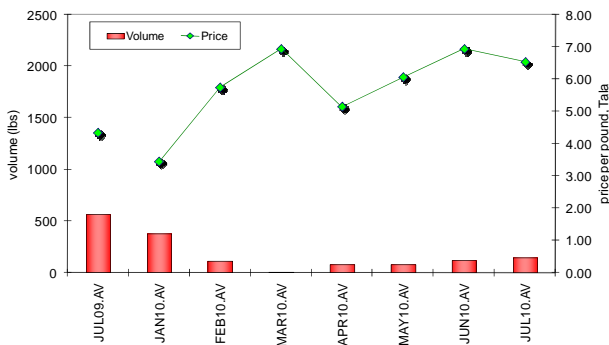
With an abundance of vegetable produce at the Fugalei Market in July 2010, competition between vegetable sellers seemed to drive vegetable prices down with the exception of head cabbage whose strong demand drove its average price up 3 percent

to \$3.27 per pound. Tomato prices fell 6 percent to \$6.54 per pound while pumpkin and cucumber prices dropped 12 percent (to \$1.15 per pound) and 21 percent (to \$1.84 per pound) respectively. Chinese cabbage registered the largest decrease in price from \$2.77 per pound in June 2010 to \$1.84 per pound (down 34 percent) in the month under review to round up vegetable produce. (See Graphs 9 to 13 and Tables 1 & 2)

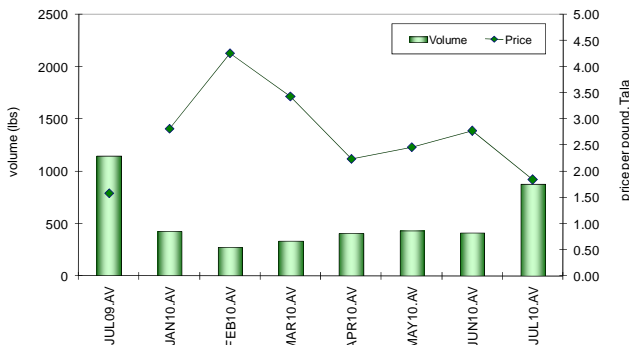
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 10
SUPPLY AND PRICE OF TOMATOES**



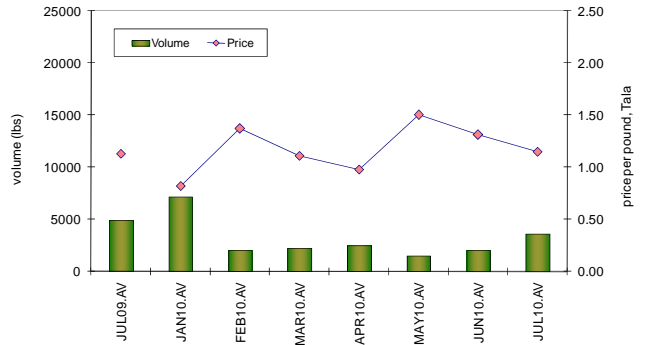
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



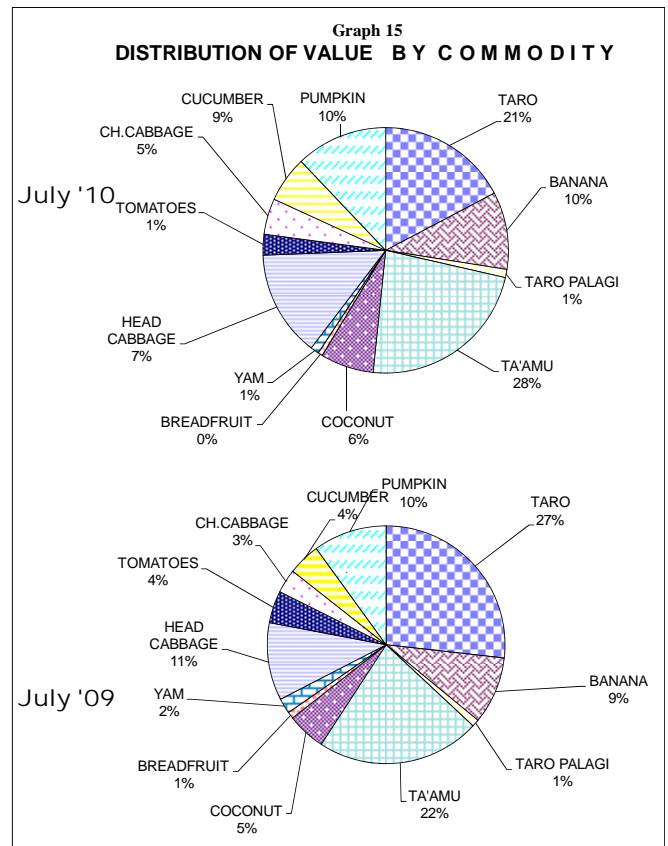
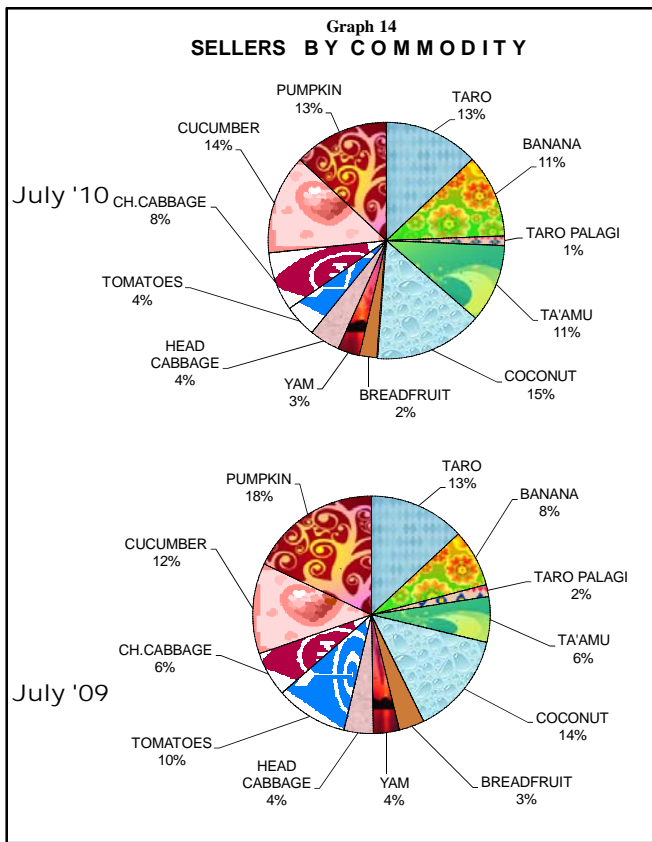
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



SELLERS

The number of sellers on the days surveyed in July 2010 increased 17 percent to 226. When compared with the same month of 2009, the current number of sellers was 17 percent lower reflecting decreased suppliers of most vegetables, taro, coconut, breadfruit, and yam.

With the warmer climate helping vegetable growers, all supplies of vegetables to the market increased substantially. Sellers of Chinese cabbage showed the largest improvement from 8 in June 2010 to 18 in July 2010. Sellers of cucumber and pumpkin added 7 sellers each to their totals at the market while coconut, yam, and breadfruit sellers added 6, 5, and 4 to their totals respectively. Although there was an overall increase in the number of sellers at the market, taro sellers fell from 38 to 29 while the rest of other suppliers experienced relatively smaller gains and losses in the number of sellers at the market. (See Graph 14 and Table 6)



VALUE OF SUPPLIES

Reflecting the lower price levels in July 2010, the average value of selected produce supplied to the market decreased 10 percent to \$34,300; a level that was 39 percent lower than the same month last year.

Taamu remained the largest contributor to the total value of produce surveyed in July 2010, despite a reduction in its share to 28 percent from 35 percent in the previous month. Taro followed with a 21 percent share which fell from 22 percent in June 2010 and 27 percent in July 2009. Head cabbage accounted for 7 percent of the total value of produce in July 2010; a level that was lower than its 10 percent contribution last month and 11 percent the year before. Pumpkin added 10 percent which was higher than the previous month's 7 percent contribution. Banana and coconut accounted for 10 percent and 6 percent of total value respectively while cucumber and Chinese cabbage contributed 9 percent and 5 percent correspondingly. Relatively lower shares were recorded for the rest of the other commodities in July 2010. (See Graph 15 and Table 3)

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Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	JUL09.AV	JAN10.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Jul-10	
										% chng from prev mnth	%chng from July 09
TARO	8472	8186	7649	8302	9900	11017	12873	6913	4559	-34	-44
BANANA	10716	8279	7532	8383	4134	3350	3617	5120	6724	31	-19
TARO PALAGI	447	520	433	381	387	663	1484	297	448	51	-14
TA'AMU	4436	6219	4095	2982	2021	5950	10672	11653	8236	-29	32
COCONUT	12078	13963	8825	7910	8025	9455	9296	9875	10464	6	-25
BREADFRUIT	849	1135	715	417	635	334	199	209	580	178	-49
YAM	478	651	214	211	101	59	204	43	259	499	-60
HEAD											
CABBAGE	1999	2148	1601	1097	657	744	1261	1220	1468	20	-32
TOMATOES	770	567	377	110	10	80	78	122	144	18	-75
CH.CABBAGE	991	1151	426	277	332	406	431	415	879	112	-24
CUCUMBER	1407	1687	530	584	565	376	1143	1691	1997	18	18
PUMPKIN	7716	4943	7184	2071	2263	2507	1515	2024	3608	78	-27

Table 2: Weighted Average Price Per Pound (in Tala)*

PRODUCE	2008 AVE	JUL09.AV	JAN10.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Jul-10	
										% chng from prev mnth	%chng from July 09
TARO	1.43	1.83	1.00	0.93	0.91	0.90	1.06	1.18	1.30	10	-29
BANANA	0.58	0.62	0.39	0.33	0.40	0.45	0.48	0.51	0.52	2	-16
TARO PALAGI	0.83	1.07	1.08	0.93	0.97	0.70	0.77	0.77	0.83	8	-22
TA'AMU	1.56	2.00	1.15	1.69	0.78	1.18	1.19	1.17	0.96	-18	-52
COCONUT	0.22	0.21	0.26	0.22	0.22	0.19	0.23	0.24	0.23	-4	10
BREADFRUIT	0.41	0.45	0.23	0.19	0.31	0.46	0.58	0.60	0.36	-40	-20
YAM	1.46	1.78	1.43	1.40	1.21	1.46	1.33	1.42	1.46	3	-18
HEAD											
CABBAGE	2.99	2.75	2.68	4.31	4.87	3.29	3.60	3.17	3.27	3	19
TOMATOES	3.19	4.33	3.44	5.75	6.94	5.14	6.06	6.94	6.54	-6	51
CH.CABBAGE	1.89	1.58	2.82	4.26	3.43	2.24	2.46	2.77	1.84	-34	16
CUCUMBER	1.34	1.45	1.79	2.47	1.77	2.20	1.74	1.31	1.04	-21	-28
PUMPKIN	0.90	1.13	0.82	1.37	1.11	0.98	1.50	1.31	1.15	-12	2

Table 3: Value of Supplies (in Tala thousands)*

PRODUCE	Total value 2008	JUL09.AV	JAN10.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	% chng from prev mnth	%chng from July 09
TARO	139.1	15.0	7.7	7.7	9.0	9.9	13.7	8.2	5.9		
BANANA	73.6	5.1	2.9	2.8	1.7	1.5	1.7	2.6	3.5		
TARO PALAGI	4.6	0.6	0.5	0.4	0.4	0.5	1.1	0.2	0.4		
TA'AMU	78.8	12.4	4.7	5.0	1.6	7.0	12.7	13.6	7.9		
COCONUT	31.1	2.9	2.3	1.7	1.8	1.8	2.1	2.4	2.4		
BREADFRUIT	4.2	0.5	0.2	0.1	0.2	0.2	0.1	0.1	0.2		
YAM HEAD	8.4	1.2	0.3	0.3	0.1	0.1	0.3	0.1	0.4		
CABBAGE	66.4	5.9	4.3	4.7	3.2	2.5	4.5	3.9	4.8		
TOMATOES	25.0	2.5	1.3	0.6	0.1	0.4	0.5	0.8	0.9		
CH.CABBAGE	21.3	1.8	1.2	1.2	1.1	0.9	1.1	1.2	1.6		
CUCUMBER	19.9	2.5	1.0	1.4	1.0	0.8	2.0	2.2	2.1		
PUMPKIN	77.8	5.6	5.9	2.8	2.5	2.5	2.3	2.7	4.2		
	550.0	55.9	32.2	28.8	22.6	28.0	42.1	37.9	34.3	-10	-39

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	JUL09.AV	JAN10.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	% chng from prev mnth	%chng from July 09
TARO	0.25	97	90	98	117	130	152	82	54		
BANANA	0.13	77	70	78	39	31	34	48	63		
TARO PALAGI	0.01	116	97	85	86	148	332	66	100		
TA'AMU	0.14	140	92	67	46	134	241	263	186		
COCONUT	0.06	116	73	65	66	78	77	82	87		
BREADFRUIT	0.01	134	84	49	75	39	23	25	68		
YAM HEAD	0.02	136	45	44	21	12	43	9	54		
CABBAGE	0.12	107	80	55	33	37	63	61	73		
TOMATOES	0.05	74	49	14	1	10	10	16	19		
CH.CABBAGE	0.04	116	43	28	34	41	43	42	89		
CUCUMBER	0.04	120	38	41	40	27	81	120	142		
PUMPKIN	0.14	64	93	27	29	32	20	26	47		
	1.00	100	80	64	58	75	101	88	81	-8	-19

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	JUL09.AV	JAN10.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	% chng from prev mnth	%chng from July 09
TARO	0.25	128	70	65	64	63	74	83	91		
BANANA	0.13	107	67	57	69	77	83	88	89		
TARO PALAGI	0.01	129	130	112	117	84	92	92	100		
TA'AMU	0.14	128	74	108	50	76	76	75	61		
COCONUT	0.06	97	120	102	102	88	106	111	106		
BREADFRUIT	0.01	109	56	46	75	111	140	145	87		
YAM	0.02	122	98	96	83	100	91	98	100		
HEAD CABBAGE	0.12	92	90	144	163	110	120	106	109		
TOMATOES	0.05	136	108	180	218	161	190	218	205		
CH.CABBAGE	0.04	83	149	225	181	118	130	146	97		
CUCUMBER	0.04	108	133	184	132	164	129	97	77		
PUMPKIN	0.14	125	91	152	123	108	166	145	127		
	1.00	116	86	110	100	92	106	105	100	-5	-14

Table 6: Number of Sellers*

PRODUCE	JUL09.AV	JAN10.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	% chng from prev mnth	%chng from July 09
TARO	35	38	44	58	61	47	38	29		
BANANA	21	31	30	22	21	17	25	26		
TARO PALAGI	4	3	4	4	5	8	4	3		
TA'AMU	17	11	13	12	17	27	23	24		
COCONUT	38	24	23	24	27	26	27	33		
BREADFRUIT	9	7	5	4	3	2	2	6		
YAM	10	5	4	4	2	5	2	7		
HEAD CABBAGE	11	9	5	4	4	4	6	9		
TOMATOES	27	20	13	1	6	6	12	10		
CH.CABBAGE	17	6	3	7	8	7	8	18		
CUCUMBER	33	15	12	15	14	21	24	31		
PUMPKIN	49	46	23	31	29	22	22	29		
	271	215	177	185	198	190	192	226	17	-17